CONTRACT



WSFA 12 East Delano Ave. Montgomery, AL 36105 (334) 288-1212

www.wsfa.com

And:

PinPoint Media, Inc (B) 1707 Osage St, Ste 103 Alexandria, VA 22302

	Contract / Re	vision		Alt Order #	
	1793305	1		08759552	
Product					
STRANGE for Senate					
Contract Dates	Estimate #				
08/04/17 - 08/07/17	809 '				
Advertiser			Ori	ginal Date	/ Revision
POL/Strange, Luther/R/S	enator/AL		0	8/09/17	/ 08/09/17
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Property	Accour	nt E	xecutive	Sales Office
	WSFA	Ryan E	ddi	ns	HRP-Washingt
	Special Hand	ling			
	Demographic				
	Adults 35+				
	Agy Code	Advert	ser	Code	Product 1/2
	9915283	62			78
	Agency Ref			Advertiser	Ref

***** OL OL 4D 11 F 4D 1 B	Start/End	Spots/	. D. T O		A
*Line Ch Start Date End Date Description	Time	Days Length Week Ra	ite Rtn TypeSpot	S	Amount
1 WSFA 08/04/17 08/04/17 ALABAMA LIVE @ 11A	11-1130Am	:30	NM	1	\$30.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	•			
Week: 07/31/17 08/06/171 1	\$30.00				
2 WSFA 08/04/17 08/04/17 ALABAMA LIVE @ 1130AN	1130A-12P	:30	NM	1	\$30.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 07/31/17 08/06/171 1	\$30.00		1		
3 WSFA 08/04/17 08/04/17 WSFA 12 News at Noon	12-1230pm	:30	NM	1	\$100.00
Start Date End Date Weekdays Spots/Week	Rate	.00	11111	•	\$ 100.00
Week: 07/31/17 08/06/171 1	\$100.00				
4 WSFA 08/04/17 08/04/17 JUDGE JUDY 1ST RUN	330-4p	:30	NM	1	\$60.00
Start Date End Date Weekdays Spots/Week	Rate	.30	MIVI	1	\$00.00
Week: 07/31/17 08/06/171 1	\$60.00		l l		
					000.00
5 WSFA 08/04/17 08/04/17 WSFA 12 NEWS AT 4PM	M-F 4-430P	:30	NM	1	\$60.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 07/31/17 08/06/171 1	Rate				
	\$60.00				
6 WSFA 08/04/17 08/04/17 WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	NM	1	\$75.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 07/31/17 08/06/171 1	\$75.00	4			
7 WSFA 08/04/17 08/04/17 WSFA 12 News at Five	5-530pm	:30	NM	1	\$185.00
Start Date End Date Weekdays Spots/Week	Rate		:		
Week: 07/31/17 08/06/171 1	\$185.00				
8 WSFA 08/04/17 08/04/17 Today in Alabama 530a	528am-6am	:30	NM	1	\$100.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 07/31/17 08/06/171 1	\$100.00		1		
9 WSFA 08/04/17 08/04/17 WSFA 12 News at Six - MF	6-630pm	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate	.00		•	\$ 000.00
Week: 07/31/17 08/06/171 1	\$350.00	•			
10 WSFA 08/04/17 08/04/17 Today In Alabama	6a-7a	:30	NM	1	\$175.00
Start Date End Date Weekdays Spots/Week	Rate	.00	1.4141	'	ψ175.00
Week: 07/31/17 08/06/171 1	\$175.00				
7700. 670777 000077 1	ψ1, 0.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.



WSFA 12 East Delano Ave. Montgomery, AL 36105 (334) 288-1212

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Alt Order # Contract / Revision 1793305 / 08759552

Contract Dates Product Estimate# STRANGE for Senate 08/04/17 - 08/07/17 809

Original Date / Revision <u>Advertiser</u> / 08/09/17 08/09/17 POL/Strange, Luther/R/Se

*Line Ch Start Date End Date Description	Start/End Time	Days	Spots/ Length Week		Type S _f	oots	Amount
11 WSFA 08/04/17 08/04/17 NBC Today Show	7-9am		:30		NM	1	\$115.00
Start Date End Date Weekdays Spots/Week Week: 07/31/17 08/06/17 1 1	<u>Rate</u> \$115.00						
12 WSFA 08/04/17 08/04/17 NBC Today 2	9-10am		:30		NM	1	\$50.00
Start Date End Date Weekdays Spots/Week Week: 07/31/17 08/06/17 1 1	<u>Rate</u> \$50.00			•			
13 WSFA 08/07/17 08/07/17 ALABAMA LIVE @ 11A	11-1130Am		:30		NM	1	\$30.00
Start Date End Date Weekdays Spots/Week Week: 08/07/17 08/13/17 1 1	<u>Rate</u> \$30.00						
14 WSFA 08/07/17 08/07/17 ALABAMA LIVE @ 1130AM	1130A-12P		:30		NM	1	\$30.00
Start Date End Date Weekdays Spots/Week Week: 08/07/17 08/13/17 1 1	<u>Rate</u> \$30.00						
N 15 WSFA 08/07/17 08/07/17 WSFA 12 News at Noon	12-1230pm		:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week Week: 08/07/17 08/13/17 1 1	<u>Rate</u> \$100.00			•			
Spot Ch Date Range Description	Start/End Time	Weekday		<u>Rate</u>	Type		
1 WSFA 08/07/17-08/13/17 WSFA 12 News at Noon	12-1230pm	M	:30	\$100.00	NM		
Credited 16 WSFA 08/07/17 08/07/17 JUDGE JUDY 1ST RUN	330-4p		:30		NM	1	\$60.00
Start Date End Date Weekdays Spots/Week	Rate		.30		14141	'	ΨΟ0.00
Week: 08/07/17 08/13/17 1 1	\$60.00						
17 WSFA 08/07/17 08/07/17 WSFA 12 NEWS AT 4PM	M-F 4-430P		:30	•	NM	1	\$60.00
Start Date End Date Weekdays Spots/Week Week: 08/07/17 08/13/17 1 1	<u>Rate</u> \$60.00						
18 WSFA 08/07/17 08/07/17 WSFA 12 NEWS AT 4PM	M-F 430-5P		:30		NM	1	\$75.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/17 1 1	<u>Rate</u> \$75.00						
19 WSFA 08/07/17 08/07/17 WSFA 12 News at Five	5-530pm		:30		NM	1	\$185.00
Start Date End Date Weekdays Spots/Week	Rate		.50		7,11,11	•	\$100.00
Week: 08/07/17 08/13/17 1 1	\$185.00						
20 WSFA 08/07/17 08/07/17 Today in Alabama 530a	528am-6am		:30		NM	1	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/07/17 08/13/17 1 1	<u>Rate</u> \$100.00						
21 WSFA 08/07/17 08/07/17 WSFA 12 News at Six - MF			:30		NM	1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate		.00			•	Q 000.00
Week: 08/07/17 08/13/17 1 1	\$350.00						
22 WSFA 08/07/17 08/07/17 Today In Alabama	6a-7a		:30		NM	1	\$175.00
Start Date End Date Weekdays Spots/Week Week: 08/07/17 08/13/17 1 1	<u>Rate</u> \$175.00			•			
23 WSFA 08/07/17 08/07/17 NBC Today Show	7-9am		:30		NM	1	\$115.00
Start Date End Date Weekdays Spots/Week Week: 08/07/17 08/13/17 1 1	<u>Rate</u> \$115.00						
24 WSFA 08/07/17 08/07/17 NBC Today 2	9-10am		:30		NM	1	\$50.00
Start Date End Date Weekdays Spots/Week Week: 08/07/17 08/13/17 1 1	<u>Rate</u> \$50.00						
25 WSFA 08/05/17 08/05/17 NBC Saturday Today Show			:30	•	NM	1	\$45.00
Start Date End Date Weekdays Spots/Week Week: 07/31/17 08/06/17 1- 1	<u>Rate</u> \$45.00				Ī		
77557. 5775.777 55750717	ψ+0.00				I		

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WSFA 12 East Delano Ave. Montgomery, AL 36105 (334) 288-1212

www	18/01	Ía.	CO	m

I	Contract / Revision	Alt Order #
ı	1793305 /	08759552

Contract Dates Product Estimate # 08/04/17 - 08/07/17 STRANGE for Senate 809

Original Date / Revision <u>Advertiser</u> / 08/09/17 08/09/17 POL/Strange, Luther/R/Se

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week	· Rate Rtn	TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week 26 WSFA 08/06/17 08/06/17 NET NBC Sunday Today Start Date Start Date Weekdays Spots/Week Week: 07/31/17 08/06/17 1 1	<u>Rate</u> nc7-8a <u>Rate</u> \$45.00	:30		NM	1	\$45.00
N 27 WSFA 08/06/17 08/06/17 NET NBC Meet The Press Start Date End Date Weekdays Spots/Week Week: 07/31/17 08/06/17 1 1 Spot Ch Date Range Description 1 WSFA 07/31/17-08/06/17 NET NBC Meet The Press Credited Credited	8-9a Rate \$45.00 Start/End Time 8-9a	:30 Weekdays LengthSt :30	* <u>Rate</u> \$45.00	NM Type NM	0	\$0.00
N 28 WSFA 08/06/17 08/06/17 WSFA News Sunday AM Start Date End Date Weekdays Spots/Week	9-930a Rate \$20.00 Start/End Time 9-930a	:30 Weekdays LengthSt :30	<u>Rate</u> \$20.00	NM Type NM	0	\$0.00
29 WSFA 08/04/17 08/04/17 WSFA 12 News at Ten - MF Start Date	10-1035pm <u>Rate</u> \$275.00	:30		NM	1	\$275.00
30 WSFA 08/04/17 08/04/17 INSIDER, THE Start Date	130-2p <u>Rate</u> \$30.00	:30		NM	1	\$30.00
31 WSFA 08/07/17	430-5a <u>Rate</u> \$5.00	:30	•	NM	1	\$5.00
		Totals 0.00			28	\$2,960.00
Time Period # of Spots Gross Amount Ac	gency Comm.	Net Amount				

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/31/17 -08/07/17	28	\$2,960.00	(\$444.00)	\$2,516.00
Totals	28	\$2,960.00	(\$444.00)	\$2,516.00

Signature:	Date:	
_		

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AGENCY REP: TEL# 703-528-9387 CREDIT ADVISORY: AGEN

REP HEADLINE# 8759552 TRF# 1793305 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

FROM REP RISK !!! REPORT CREDIT HARRIS ORDER WORKSHEET

AUG9/17 12.43 *** WSFA-TV ***

FAX# 703-516-9680

12.43 # SALESMAN REGIONAL DATE AUG9/17 (H) RYAN EDDINS SEGROVES LOCAL DANETTE OFF.# WA-CLASS: NATL. PRSN BUYER NAME SALES REP.# INVOICE) BILLING NEEDED ORDER, 103 (LINE, SUITE STRANGE/R/SEN/AL CO-OP COMMENTS: 22302 8759552 STREET VA PINPOINT MEDIA # 1707 OSAGE ALEXANDRIA, CONTRACT EST#809 WKI POLI/L AUG7/17 STATE TAX AGY. NAME NAME STRANGE FOR SENATE ADV. FLIGHT DATES AUG4/17 TAX # ORDER PRDCT # CITY ADV AGY

CANCELLED LINES 15,27-28 DUE TO PREVIOUS TTL \$3,125
REVISED TTL, \$2,960
\$165 IS MOVING TO HDLN: 8709730 THANKS JASMINE FOR RYAN PLS CONFM

ORDER

REVISED

REP:

TO NO AVAILS

CASH IN ADVANCE SCHEDULE **** ***** THIS IS A Σ CON

- IDB# 1886. - IDB# 9915283 ELECTRONIC INVOICING: TV INVOICES SPOT DATA

SENATE STRANGE FOR

:TOTL:	:SPTS:			•
DAYS				
rs: WEEK :	/WK: INVT :	/	_	•
••	DATE : /I			
••	••			
START	DATE		თ	
	••		808	
RATE			AGENCY EST# =	•
 U	••			•
: SEC				
: LGTH :		***************************************	CODE $= 62$	a.7.=
TIME PERIOD				AL HUCC BOILDONG YOMROK
TIME			ADVE	7
: CD:			AGENCY ADVERTISER	>UNEUK
:LINE#:REP	: HUNITI:			•

62 I -. 78 AGENCY ADVERTISER CODE AGENCY PRODUCT CODE = 1

30 1200N-1230P

S

15

0

MON

0

8/7

8/7

\$100.00

12P 12P NEWS AT NEWS AT WSFA 12 WSFA 12 CON COM1: PROGRAM

REP: TEL# 703-528-9387 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REP **CHANGES** **

REP HEADLINE# 8759552 TRF# 1793305 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

AUG9/17 12.43 *** WSFA-TV ***

: TOTL: DAYS •• :SPTS: WEEK END •• START RATE •• : LGTH : SEC TIME PERIOD :CD: :LINE#:REP

# 집 기 기 : :	: LINE#:KEF : CD: TIME FEKIOD : LINE#: :	T TENT I		.) JR : HIDT	KA1E	: SIARI : DATE	S : DATE	. /WK:	INVT :	LIOI: SPTS:
	27 s	800A-900A	4 0	30	\$45.00	9/8	9/8	0	NDS	0
	PROGRAM : CON COM1:	MEET MEET	THE PRESS THE PRESS							
	28	900A-930A	0.A	30	\$20.00	9/8	9/8	0	SUN	0
	PROGRAM : CON COM1:	: TODAY	IN ALABAMA IN ALABAMA							
AUG/17	, \$2,960.00	00.0						0000	CONTRACT TOTAL TOTAL SPOTS	\$2,960.00
MARKET	TOTALS	\$6,243	WSFA 50%	WNCF 10% ESFA 0%	WAKA 33% EAKA 0%	WCOV 7%	CABL 0%	WBMM 08	WIYC 08	
ACCURATE	YTE SHARES	70								
SVC- N DEMOS-	NSI - RA35+*									
MOD CO	CODE A-ADD	B-BUY	TYPE C-CANC	C-CANCELLED DE-	E-DELETE E-EFF	DATES	L-LENGTH M	M-MAKEGOOD	OD N-PROGRAM NAME	NAME
P-CLA	P-CLASS, PLAN, SECT	ECT Q-PAID	ID PGM R-RATE	ATE S-SPOTS	S PER WEEK	T-TIME	X-LATE Y-DAYS		Z-COMMENTS *-M	*-MULTIPLE

AGENCY REP: TEL# 703-528-9387 CREDIT ADVISORY: AGEN

TRF# 1793305 #1 \$\$\$

REP HEADLINE# 8759552 \$\$\$ MOD# 1: APPROVED REV

AUG9/17 13.21 *** WSFA-TV ** RISK !!! REPORT FROM STATION CREDIT ORDER WORKSHEET

703-516-9680

FAX#

13.21 # SALESMAN REGIONAL DATE AUG9/17 (H) EDDINS SEGROVES LOCAL RYAN DANETTE OFF.# WAA CLASS: NATL PRSN NAME BUYER SALES **REP**.# INVOICE) NEEDED ORDER, BILLING 103 (LINE, SUITE POLI/L STRANGE/R/SEN/AL CO-OP COMMENTS: 22302 # 8759552 STREET ٧A MEDIA 1707 OSAGE ALEXANDRIA, CONTRACT EST#809 WK-1 PINPOINT AUG7/17 TAX AGY. NAME ADV. NAME SENATE STATE DATES AUG4/17 STRANGE FOR TAX FLIGHT # # ORDER PRDCT CITY ADV AGY

TO NO AVAILS 8709730 DOE CANCELLED LINES 15,27-28
PREVIOUS TTL \$3,125
REVISED TTL, \$2,960
\$165 IS MOVING TO HDLN: 8 THANKS JASMINE FOR RYAN PLS CONFM

REVISED ORDER

REP:

**** THIS IS A CASH IN ADVANCE SCHEDULE **** - IDB# 1886. - IDB# 9915283 ELECTRONIC INVOICING: SPOT DATA Ŋ CON

TV INVOICES

CONTRACT SCHEDULED FOR GENERATION STRANGE FOR SENATE HAVE BEEN APPROVED. CHANGES NOTICE:

\$2,960.00 TOTAL CONTRACT TOTAL